

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: OCCUPANCY TAX COORDINATION

DATE: SEPTEMBER 23, 2025

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: CROCITTO
RUNYON
PATCHETT
GILLIGAN
ETU
THOMAS
MERLINO

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:
HEATHER BAGSHAW, DIRECTOR
PAUL TACKETT, TOURISM COORDINATOR
JESSICA CARSON, FISCAL COORDINATOR
KACEY O'BRIEN, MARKETING COORDINATOR
KEVIN B. GERAGHTY, CHAIRMAN OF THE BOARD
JOHN TAFLAN, COUNTY ADMINISTRATOR
LARRY ELMEN, COUNTY ATTORNEY
AMANDA ALLEN, CLERK OF THE BOARD
SUPERVISORS DIAMOND
STRAINER
STROUGH
TURNER
WILD
TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR
MONICA STARK, DEPUTY COUNTY TREASURER
REPRESENTING LAKE GEORGE TV:
JESSE JACKSON
ED LARKIN
AMY COLLINS, TOURISM AND BUSINESS COORDINATOR, CITY OF GLENS
FALLS
GINA MINTZER, EXECUTIVE DIRECTOR, LAKE GEORGE CHAMBER OF
COMMERCE & CVB
CHRIS KILMARTIN, SOUTH QUEENSBURY VOLUNTEER FIRE COMPANY
LUKE MOSSEAU, *POST STAR*
LESLIE LOVELACE, LEGISLATIVE OFFICE SPECIALIST
*SEE SIGN IN SHEET FOR ADDITIONAL ATTENDEES

Please note, the following contains a summarization of the September 23, 2025 meeting of the Occupancy Tax Coordination Committee; the meeting in its entirety can be viewed on the Warren County website using the following links:

Warren County website - <https://warrencountyny.gov/mma>

Warren County's YouTube Channel - <https://www.youtube.com/watch?v=HTMCGXacWyA>

Mr. Crocitto called the meeting of the Occupancy Tax Coordination Committee to order at 1:05 p.m.

Motion was made by Ms. Runyon, seconded by Mr. Merlino and carried unanimously to approve the minutes of the previous Committee meeting, subject to correction by the Clerk of the Board.

Copies of the meeting agenda were distributed; a copy of the agenda is on file with the meeting minutes.

Privilege of the floor and public comments were called for:

Ed Larkin, *representing Lake George TV*, provided a brief overview of the creation of Lake George TV as well as providing statistics for the TV streaming platform.

The Committee commenced with a review of the Action Agenda/New Business Items portion of the agenda, which included the following requests:

- a. To extend and amend the existing contract with Hood Communications, Inc. in an amount not to exceed \$274,800 to manage the connected TV streaming platform "Lake George TV". (*Previous Resolution No. 570 of 2022*)

Motion was made by Ms. Runyon and seconded by Mr. Thomas to approve the request as presented; following discussion, Mr. Patchett requested a roll call vote on the motion. Mr. Crocitto called the question and the motion carried with six members voting in favor (Mr. Crocitto, Ms. Runyon, Ms. Gilligan, Messrs. Etu, Thomas and Merlino); and one opposed (Mr. Patchett). The necessary resolution was authorized for the October 17th Board meeting. *A copy of the resolution request form is on file with the minutes.*

- b. To amend Resolution No. 478 of 2024 to remove the awards to: Adirondack Axe, LLC for \$8,040; Improv Records, Inc. Soul Bloom Festival for \$20,600; and Six Flags Great Escape, LP for \$13,175 due to cancellation of their 2025 events.

Motion was made by Mr. Etu, seconded by Mr. Merlino and carried unanimously to approve the request as outlined above and the necessary resolution was authorized for the October 17th Board meeting. *A copy of the resolution request form is on file with the minutes.*

Next, a review of the Discussion Items portion of the agenda was reviewed in the following order:

- c. Chris Kilmartin, *representing South Queensbury Volunteer Fire Company*, spoke with regard to a \$2,300 request for reimbursement for food and beverage expenses incurred as a result of providing services for the Adirondack Balloon Festival event. Committee determined the item would be included on next month's agenda for action.
 - a. Reviewed by Heather Bagshaw, *Tourism Director*:
 - 2024 Spending Review
 - Budget Presentation
 - Cash Flow Report
 - b. Treasurer's Report was briefly reviewed by Ms. Bagshaw.

Privilege of the floor and public comments were extended to the following:

Mr. Strough extended his appreciation to everyone who participated for a successful Balloon Festival. He spoke with regard to the man hours and costs necessary for the event to take place along with the event funding.

Ms. Turner voiced her appreciation for Mr. Patchett's fiscal responsibility; however, she notified as the president of the Glens Falls Collaborative which consists of small businesses, the Lake George TV platform provided free advertising to many business owners that they otherwise would not have.

Mr. Diamond inquired what was being done to correct the forecasted spending deficit. Ms. Bagshaw explained how the spending assumption had been made and stated her goal for 2026 was to stay on budget.

Ms. Gilligan exited the meeting at 2:35 p.m. and re-entered the meeting at 2:37 p.m.

Mr. Larkin extended his appreciation to the Committee for their continued support with the Lake George TV program. He explained Hood Communications was an existing company and Lake George TV was a product of that company which had a monthly fee for the service it provided. He apprised the Committee how the concept for the platform was created and provided information in the contract with the County.

The County Attorney acknowledged and thanked Supervisor Wild who participated alongside him in the negotiations with Hood Communications in 2022.

Jesse Jackson, *representing Lake George TV*, informed the Committee of the participation involved in the creation of the service they provide with Lake George TV and the time and staff involved to keep the platform running. He explained due to privacy rights he was unable to explain the financial information that was requested without violating the privacy issues, proprietary issues and vendor contracts, however, he noted, he would work on supplying percentages or numbers they could provide after their bookkeeper returned on September 30th. Lastly, he thanked the Committee for their support.

As there was no further business to come before the Occupancy Tax Coordination Committee, on motion made by Ms. Runyon, seconded by Mr. Etu and carried unanimously, Mr. Crocitto adjourned the meeting at 2:52 p.m.

Respectfully submitted,
Leslie Lovelace, Legislative Office Specialist